

NO OTHER CIGARETTE CAN GIVE THIS PROOF

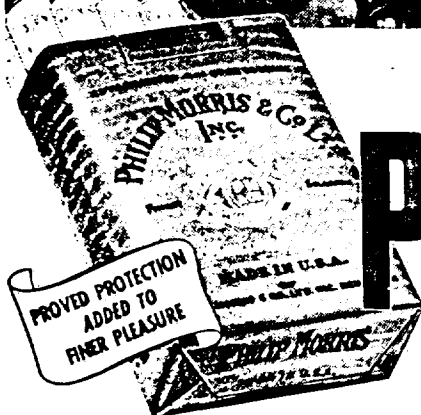


NO WORRY ABOUT
THROAT IRRITATION
even when
YOU INHALE!

This exclusive proved PHILIP MORRIS
superiority is reported by eminent
doctors—who compared the leading
popular cigarettes:

THE SMOKE OF THE FOUR OTHER LEADING
BRANDS AVERAGED MORE THAN THREE TIMES
AS IRRITANT AS THE AMAZINGLY DIFFERENT
PHILIP MORRIS—AN IRRITANT EFFECT WHICH
LASTED MORE THAN FIVE TIMES AS LONG!

'You can't help inhaling—BUT you can help
your throat!



CALL FOR PHILIP MORRIS

America's FINEST Cigarette

Ad No. 3—1200 lines

1003071154

12-27